



Appendix B: Goal Outcomes Chart – Attractions Marketing Funding

Name of Attraction:

Performance Indicator	2019-20 Objectives	2019-20 Results	Measurement Tool
Total Attendance Out of Town vs. Local			<i>Examples: ticket sales, coupons redeemed, etc.</i>
Website traffic, click through rate, and eNews open rate			<i>Example: Google Analytics</i>
Visitor Satisfaction			<i>Example: Customer satisfaction surveys, comment cards, etc.</i>
Number of Hotel/Restaurant or other packages sold			<i>Example: Confirmed bookings</i>
Social Media Engagement			<i>Examples: Likes, comments, shares, number of impressions</i>